

Fredericksburg Arts Commission Meeting

Thursday, January 7th, 2010

City Hall Conference Room

Attendees: Rochelle Grey, Roy Jarnecke, Julie Perry, Florence Ridderhof, George Solley, Debby Klein, Pat Thalman, Peter Scelfo, and Kathleen Walsh.

Approval of Minutes

The minutes from the December 3rd meeting were presented. Debby Klein made the motion to approve the minutes as presented and Peter Scelfo seconded the motion. The motion passed unanimously.

Treasurer's Report

The Treasurers report was presented. The Commission has 14, 250 in its treasury. Florence Ridderhof made the motion to approve the report as presented and Debby Klein seconded the motion. The motion passes unanimously.

Public Comment

There were three members of the public in attendance. Sue Henderson from the Arts Festival Committee, Charlie Booth from the Arts Council of the Rappahannock and Bonnie Deleys from the Downtown Retail Marketing Incorporated.

Reports

Arts Festival Committee – Roy Jarnecke for Kevin Bartram & Sue Henderson

Roy Jarnecke reminded the Commission that the committee is planning a September 2010 Festival with a February 8th local presentation to interested artists, businesses and patrons by event founder Rick Compton. The meeting will take place at 7pm on the 8th and we should all invite those we know who might be interested. Then Sue Henderson passed around a revised PR statement to the group. Peter Scelfo expressed concern about the proposed budget for the event and the fact that we are being asked to invite the community to a presentation that we don't have all the answers to ourselves. Roy Jarnecke disagreed and said that the formal presentation would be similar to the October meeting. Kathleen Walsh then asked that as the treasurer Peter Scelfo should be informed of the financial decisions and purchases. Sue Henderson then reminded the group that besides the start-up expenses discussed previously other expenses would come after revenue from Sponsors. This seemed to clarify the issue.

Public Arts – Pat Thalman

Pat Thalman introduced Bonnie Deleys from the Richard Johnston Inn. Ms. Deleys is the current President of the DRMI merchants group for downtown

Fredericksburg. Pat Thalman presented a proposal she, Bonnie Delelys and Eileen Boyd from the Griffin have been working on to cover an unsightly wall/fence on Caroline Street. She passed around a rendering of the panel project that illustrated 6 panels created by local artists and owned by DRMI to cover the fence. The proposal is for \$1,000.00 each for 6 different artists plus \$2,000.00 for maintenance and installation. The group has secured a 2 year agreement with the property owner to display the panels and written a grant request for the Economic Development Authority that they will present on Monday, January 11th to fund the project.

Julie Perry asked if artist selection had begun and was told that they would start to work through that process once the grant has been approved. Roy Jarnecke asked who would decide on the artists. Pat Thalman and Bonnie Delelys responded that the property owner James Knicitokis has requested to be on the selection committee so he can protect his downtown business interests. And the group said Bonnie Delelys would represent DRMI, someone from the Arts Commission (probably Pat Thalman or Florence Ridderhof) and maybe a couple additional residents would complete the selection committee. Pat Thalman then explained that there was no theme for the project so artists could be more open to submit whatever they would like for consideration. Rochelle Grey asked how the artwork would be protected and she was told that a polyurethane would be used. Peter Scelfo suggested switching out the panels over time. Pat Thalman said that was always a possibility but the group had decided to start small with this initial partnership. There was much excitement and enthusiasm regarding this report.

Long Term Planning Committee – Peter Scelfo

Peter Scelfo presented the draft strategic plan to the commission. He gave a cursory overview and asked commission members to read it over and submit all comments to him for incorporation in the document.

Webiste Committee – Pat Thalman

Pat Thalman presented that she reinitiated conversation with Adam Desio regarding making a formal proposal to the Fredericksburg Arts Commission for creating a website. She said that he needed to know the website components that we were requesting information/bid on and that he would be available to make a presentation in February. Much discussion followed regarding the items to be included (calendar, event listing, interactive map) and other organization's website projects.

Debby Klein asked about pursuing a partnership with the Arts Council of the Rappahannock and their website project and Pat Thalman responded that she thought their website would only include 5 charter members. Charlie Booth asked if he could address that point. Permission was given from the Chair for him to speak. Charlie Booth then addressed the intent of the Arts Council of the Rappahannock's website to be open to everyone. He clarified that they will

initially be starting with the 5 member organizations to get the site up and running. George Solley said we should not compete with them and Florence Ridderhof and Roy Jarnecke said that we need to clearly define what we want to manage – what components we want our site to have. Mr. Booth then said he was certain there was a way for our two organizations to work together – maybe one calendar engine with multiple users, for example. Kathleen Walsh said she felt multiple calendars would only further fragment our Arts Community and most agreed. Peter Scelfo suggested that we remove the expectation of a calendar from the list of criteria in Adam Desio's presentation and allow the committee to meet and keep the project moving forward.

Much more discussion followed regarding what we hoped to accomplish by this presentation from Adam Desio. It was decided that it wasn't fair to Mr. Desio to request a presentation without a better idea of what we hoped the final product would look like and without full commitment to move forward with this project. Kerry Devine said we needed more research into other successful sites and how they evolved. George Solley said that he felt the Arts Council of the Rappahannock was willing to incorporate our needs if we would define them. In the end it was decided that in fairness to everyone and to follow a more formal procedure an official RFP should be created. At that time Pat Thalman resigned as chair of the Website Committee and Debby Klein volunteered to lead in this new direction.

Old Business

Arts and Culture District – George Solley

There is no new information on the Arts and Cultural district.

New Business

Roy Jarnecke announced the VA Commission for the Arts workshop in Richmond on January 26th – 28th and encourage all who could come to attend.

Next Meeting

The next meeting will be held on Thursday, February 4th, 2010 at 7pm in the City Hall Conference Room.

Adjournment

Debby Klein moved to adjourn, Peter Scelfo seconded the motion and it passed unanimously.